<u>REMARKS</u>

Reconsideration of this application is respectfully requested. Claims 1, 3-7, 11-17, 21-27, 30-36 and 39 have been amended. These amendments are supported by the specification as filed, for example, in paragraph [0033, 0040, 0042]. Accordingly, no new matter is added.

1. **Claims 1-9, 11-19, 21-28, 30-37, and 39-40 are patentable over Portuesi, because Portuesi does not describe methods of systems for recognizing one or more patterns in an unmodified broadcast data stream and prior to broadcasting, automatically inserting interactive triggers based on this recognition, as presently claimed.**

Portuesi (U.S. Patent 5,774,666) describes a system and method for displaying an active uniform network resource locator (URL) embedded in a time-based medium. Upon activation of this locator by a user, the referenced resource is retrieved and displayed. Portuesi, Abstract. However, Portuesi does not teach or suggest "recognizing one or more patterns in an unmodified broadcast data stream; and prior to broadcasting, automatically inserting an interactive TV trigger into the broadcast data stream based on the recognized elements", as presently claimed

In Portuesi, URLs are embedded in a time-based medium (such as a movie) by explicitly defining in a special URL track when the URLs should appear and where they should be placed on display. Further, Portuesi requires explicitly associating the URLs with audio, image and other elements of a time-based medium using the temporal relationship between the various tracks. Portuesi col. 4 l. 49 – col. 5 l. 12, col. 5 ll. 20-27, 40-45. This is how Portuesi is able to associate URLs with audio, image and other elements of a time-based medium.

Tables 1-8 (Portuesi, col. 7-8) further illustrate the explicit definition of placement and timing of the URL appearance. For enabling a hotspot, shape boundaries (e.g., 2D coordinates) will have to be explicitly defined. Portuesi col. 8, Table 5. Similarly, durations, frame motion association, etc. all have to be explicitly defined. Portuesi col. 7-8, Tables 2, 8.

Thus, in the system described by Portuesi there is no facility for recognition of patterns in an unmodified broadcast data stream and, based on such recognition, automatic insertion of interactive TV triggers, as recited in independent claims 1, 11, 21, 30 and 39. Consequently, these claims (and their respective dependent claims) are not anticipated by the cited reference.

2. Claims 10, 20, 29 and 38 are patentable over Portuesi, which fails to describe recognizing one or more patterns in an unmodified broadcast data stream and automatically inserting interactive triggers based on such recognition.

Claims 10, 20, 29, and 38 depend on independent claims allowable over Portuesi. Accordingly, these dependent claims are all allowable for at least the same reasons as are their respective base claim.

For all of the foregoing reasons, the claims are patentable over the references cited in the Office Action. If there are any additional fees due in connection with this communication, please charge our deposit account no. 19-3140.

Respectfully submitted,

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